



# **A Service Company's Environmental Journey**

---

**MBP3 Workshop  
September 16, 2003**

# **Introduction**

---

**Welcome to Campbell & Co.!**





# **Campbell & Co. - Who We Are**

---

- ∩ Campbell & Co. was founded in 1982.**
- ∩ There are offices in Dearborn, Los Angeles and London with more than 170 employees.**
- ∩ Campbell & Co. is ranked 7th nationally (O'Dwyer's PR Newsletter).**



# **Campbell & Co. - What we do**

---

## **∩ Strategic Consulting**

- **Product brand initiatives**
- **Corporate communications**
- **Corporate identity**

## **∩ Product Marketing**

- **Research analysis**
- **Customer relationship marketing**
- **Web site development**
- **Advertising**



# **Campbell & Co. - What we do (continued)**

---

## **∩ Public Relations**

- **Consumer, business and trade publicity**
- **Media relations**
- **Investor relations**

## **∩ Event Management**

- **Experiential consumer events**
- **Trade shows**
- **Corporate citizenship & community presence programs**

# Campbell & Co. - What we do (continued)

## ∞ Creative Services

- Graphic services
- Custom publishing
- Speech writing and speaker support

## ∞ Process Management

- Systems maintenance
- Consulting in ISO 9001:2000 and ISO 14001 systems





# **Our Journey**

---

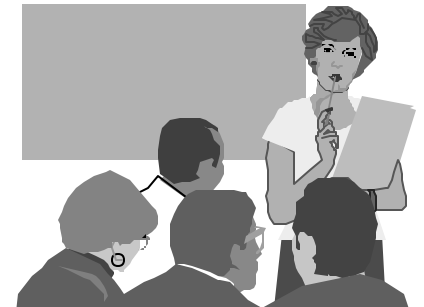
∞ **Our Process Management led to a focus on environmental efforts.**

- **We were the first marketing services firm in the country to achieve ISO 14001 in November, 2000.**
- **We have been members of MBP3 since 2000.**

# **Environmental Management Team (EMT)**

---

- ∩ **The EMT has been an active team since 2000.**
- ∩ **Cross-functional team that supports our environmental system.**
- ∩ **Meets monthly to review environmental measures and programs and support ISO 14001 Standard requirements.**







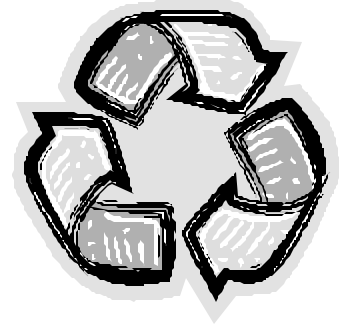
# Our Journey (continued)

---

## ∞ Challenges

- **As a service organization, adapting to a standard primarily written for larger producers of environmental impacts was not an easy task.**
- **Another challenge was turning the environmental initiative into a client advantage.**
- **Finally, being part of the automotive industry makes it difficult to be environmentally conscious.**

# Our Journey (continued)



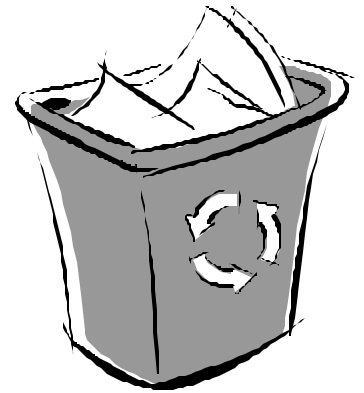
## ∞ Training

- **Introduction to ISO 14001 is a required class for all employees within 3 months of employment.**
- **Environmental Project Management is an additional class to assist employees with incorporating environmental components into their projects.**

# Our Journey (continued)

## ♻ Recycling

- **Recycling instructions have been part of our quality system since 2000.**
- **Campbell & Co. recycles:**
  - **Mixed paper (white, magazines, newspapers)**
  - **Mixed beverage containers (plastic, glass)**
  - **Styrofoam**
  - **Batteries, CDs, transparencies**
  - **E-waste**
- **Weekly, items are collected.**
- **Monthly, paper recycling is measured.**

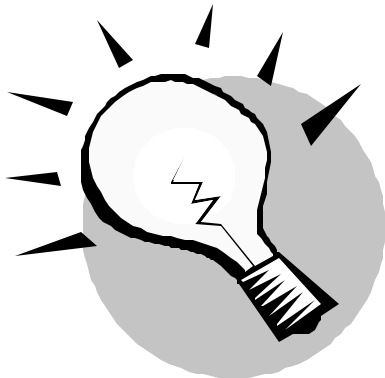


# Our Journey (continued)

---

## ∞ Reducing Energy

- **Energy is a significant aspect within our environmental system.**
- **Employees are encouraged to reduce energy whenever possible.**
- **Monthly, energy costs are measured.**





# Programs

---

## ∞ Support Friends of the Rouge

- **We provide pro bono marketing consultation.**
- **Annually, we participate in Rouge River Cleanup Day**

# Programs

---

## ∞ Annual celebration of Pollution Prevention Week

- **This is a company-wide celebration.**
- **Activities vary from carpooling contests to information presentations.**



# Programs (continued)



## ∞ Annual celebration of Earth Day

- **This is a company-wide celebration.**
- **In 2003, close to 100% of employees donated money to American Forests for “Million Trees for Earth Day” campaign.**
- **Other activities have included environmentally friendly potluck lunches, energy savings promotions and recycling.**



# **Award Programs**

---

- **Employee awareness and participation strengthens Campbell & Co.'s commitment.**
- **Award programs promote employee support.**
  - **Monthly awards are given to employees who show outstanding effort.**
  - **Larger awards are given to employees who make significant contributions through business (e.g. Green for Green).**





# **Client Service**

---

**Incorporating environmental components to our projects is important to Campbell & Co. Some of our recent significant projects include:**

- **Greenbrier Conference**
- **Volvo Cross-Country Drive**
- **2003 AAU Junior Olympics Games**
- **Air Venture**



# **Greenbrier Conference**

---

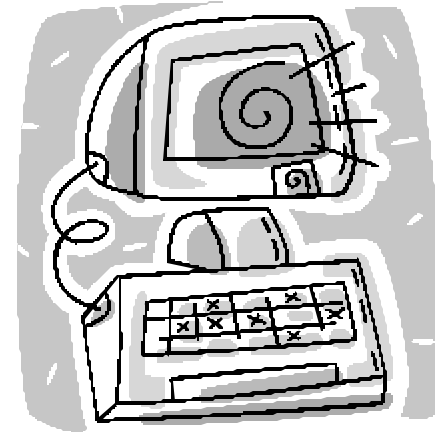
- ∩ Conference Topic - Sustainability**
- ∩ Client request - Provide approximately 250,000 pages of materials in 550 three-ring binders to conference attendees.**
- ∩ 4,400 pounds of paper would negatively effect the environment by reducing natural resources.**

# **Greenbrier Conference (continued)**

∩ **Campbell & Co.'s solution - Web-based material.**

∩ **Savings:**

- **37 Trees**
- **15,296 gallons of water**
- **1,018 gallons of oil**
- **7 cubic yards of landfill**
- **Enough energy to heat an average-sized New York state home for 6 months**



# Volvo Cross-Country Drive

- ⌚ **Program - Organize a Volvo executive drive across the country.**
- ⌚ **19 vehicles used for program with 7 days of driving - emissions deplete ozone.**
- ⌚ **Campbell & Co.'s solution: Plant trees to offset emissions.**





# **Volvo Cross-Country Drive (continued)**

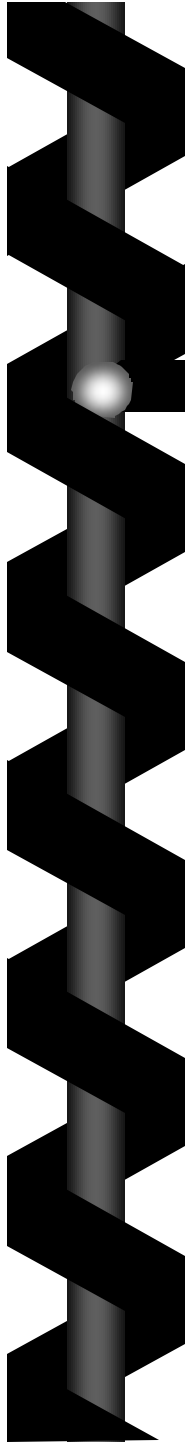
---

- ∩ 1 acre of trees can absorb as much carbon dioxide as a typical new car produces in 26,000 miles.**
- ∩ Campbell & Co. scheduled the planting of 3 acres (approximately 900 trees) for Volvo.**
- ∩ The result caused approximately 78,000 miles of carbon dioxide to be absorbed.**

# 2003 AAU Junior Olympic Games



- ∞ **Scope - Media relations and press operations**
- ∞ **Final report placed on a CD eliminating all need for hard copy. Report includes:**
  - **More than 50 newspaper stories**
  - **Full Detroit News web site with nearly 250 photos**
  - **11 days of event results for 20 sports**
  - **Daily “notes & quotes” report**



# **Air Venture - Oshkosh, WI**

---

- ⌚ **Campbell & Co.'s involvement is event logistics including Ford vehicle and tent set up.**
- ⌚ **Other program components include raffles, drives and dealer incentives.**
- ⌚ **In 2003, recycling was added for the first time to accommodate over 750,000 guests!**
  - **Purchased 50-gallon recycle bins**
  - **Collection for plastic and aluminum cans**



# The Future

---

∂ **Projects**

∂ **Reduce Usage**

∂ **Questions ?**